



Retail Goods and Services Expenditures

Prepared by DCA

Counties: Cleburne, AL

Top Tapestry Segments:

Southern Satellites	81.6%
Rural Bypasses	9.8%
Rooted Rural	8.6%

Demographic Summary

	2007	2012
Population	14,527	14,791
Households	5,900	6,070
Families	4,285	4,337
Median Age	39.3	41.1
Median Household Income	\$35,950	\$40,131

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	52	\$1,429.08	\$8,431,583
Men's	54	\$269.78	\$1,591,673
Women's	49	\$473.97	\$2,796,401
Children's	63	\$277.76	\$1,638,809
Footwear	47	\$237.33	\$1,400,269
Watches & Jewelry	48	\$94.65	\$558,449
Apparel Products and Services ¹	51	\$75.59	\$445,982
Computer			
Computers and Hardware for Home Use	54	\$117.27	\$691,919
Software and Accessories for Home Use	47	\$14.09	\$83,111
Entertainment & Recreation	63	\$2,156.56	\$12,723,733
Fees and Admissions	45	\$272.43	\$1,607,355
Membership Fees for Clubs ²	47	\$74.01	\$436,634
Fees for Participant Sports, excl. Trips	47	\$53.59	\$316,183
Admission to Movie/Theatre/Opera/Ballet	40	\$60.72	\$358,221
Admission to Sporting Events, excl. Trips	48	\$27.60	\$162,832
Fees for Recreational Lessons	43	\$56.52	\$333,485
TV/Video/Sound Equipment	61	\$709.08	\$4,183,580
Community Antenna or Cable Television	66	\$441.12	\$2,602,628
Color Televisions	52	\$71.08	\$419,361
VCRs, Video Cameras, and DVD Players	61	\$23.77	\$140,263
Video Cassettes and DVDs	62	\$37.48	\$221,161
Video Game Hardware and Software	60	\$19.88	\$117,288
Satellite Dishes	68	\$1.05	\$6,214
Rental of Video Cassettes and DVDs	57	\$33.82	\$199,524
Sound Equipment ³	49	\$77.73	\$458,604
Rental and Repair of TV/Sound Equipment	54	\$3.14	\$18,537
Pets	77	\$339.26	\$2,001,657
Toys and Games	65	\$118.74	\$700,583
Recreational Vehicles and Fees ⁴	84	\$379.77	\$2,240,663
Sports/Recreation/Exercise Equipment ⁵	62	\$143.54	\$846,905
Photo Equipment and Supplies ⁶	58	\$79.40	\$468,451
Reading ⁷	54	\$114.33	\$674,539
Food	64	\$5,373.25	\$31,702,161
Food at Home	66	\$3,327.81	\$19,634,063
Bakery and Cereal Products	66	\$475.29	\$2,804,222
Meat, Poultry, Fish, and Eggs	69	\$903.36	\$5,329,829
Dairy Products	66	\$363.73	\$2,146,020
Fruit and Vegetables	60	\$528.86	\$3,120,265
Snacks and Other Food at Home ⁸	67	\$1,056.56	\$6,233,727
Food Away from Home	60	\$2,045.44	\$12,068,098
Alcoholic Beverages	52	\$321.19	\$1,894,997
Nonalcoholic Beverages at Home	71	\$307.52	\$1,814,376



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	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	29	\$434.70	\$2,564,754
Vehicle Loans	79	\$4,851.72	\$28,625,130
Health			
Nonprescription Drugs	71	\$86.32	\$509,301
Prescription Drugs	85	\$492.63	\$2,906,507
Eyeglasses and Contact Lenses	66	\$54.89	\$323,873
Home			
Mortgage Payment and Basics ⁹	54	\$4,705.08	\$27,759,951
Maintenance and Remodeling Services	55	\$1,091.70	\$6,441,026
Maintenance and Remodeling Materials ¹⁰	81	\$302.23	\$1,783,176
Utilities, Fuel, and Public Services	68	\$3,000.19	\$17,701,138
Household Furnishings and Equipment			
Household Textiles ¹¹	56	\$77.92	\$459,755
Furniture	53	\$339.37	\$2,002,273
Floor Coverings	49	\$44.62	\$263,235
Major Appliances ¹²	70	\$205.10	\$1,210,105
Housewares ¹³	58	\$61.05	\$360,174
Small Appliances	66	\$24.28	\$143,239
Luggage	40	\$4.15	\$24,508
Telephones and Accessories	57	\$27.06	\$159,662
Household Operations			
Child Care	44	\$184.07	\$1,086,006
Lawn and Garden ¹⁴	82	\$367.26	\$2,166,806
Moving/Storage/Freight Express	52	\$27.65	\$163,137
Housekeeping Supplies ¹⁵	68	\$527.43	\$3,111,824
Insurance			
Owners and Renters Insurance	74	\$354.17	\$2,089,627
Vehicle Insurance	67	\$978.27	\$5,771,799
Life/Other Insurance	70	\$448.79	\$2,647,857
Health Insurance	75	\$1,468.71	\$8,665,373
Personal Care Products ¹⁶	62	\$292.29	\$1,724,499
School Books and Supplies ¹⁷	50	\$60.66	\$357,915
Smoking Products	82	\$393.81	\$2,323,453
Transportation			
Vehicle Purchases (Net Outlay) ¹⁸	76	\$4,391.32	\$25,908,763
Gasoline and Motor Oil	77	\$1,563.92	\$9,227,126
Vehicle Maintenance and Repairs	64	\$678.88	\$4,005,388
Travel			
Airline Fares	43	\$174.43	\$1,029,159
Lodging on Trips	54	\$221.20	\$1,305,061
Auto/Truck/Van Rental on Trips	39	\$17.07	\$100,707
Food and Drink on Trips	55	\$260.52	\$1,537,074

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Expenditure data are derived from the 2002, 2003 and 2004 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2007 and 2012.



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¹**Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

²**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.

³**Sound Equipment** includes sound components and systems, CDs, tapes, records, needles, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.

⁴**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.

⁵**Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

⁶**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

⁷**Reading** includes newspapers, newspaper subscriptions, magazines, magazine subscriptions, and books.

⁸**Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

⁹**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

¹⁰**Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, insulation materials, and materials to finish a basement, for owned homes.

¹¹**Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.

¹²**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

¹³**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

¹⁴**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

¹⁵**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrapping supplies, postage, and delivery services.

¹⁶**Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.

¹⁷**School Books and Supplies** includes books and supplies for college, elementary school, high school, and preschool.

¹⁸**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.